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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number	09/849621	Docket Number	DT.0102
Filed	05/05/01	Group Art Unit	3623
Examiner	Tariq R. Hafiz	Customer No.	23669
Application Title	APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION		
First Named Inventor	Phil Delurgio		

FACSIMILE COVER SHEET

To: **Commissioner for Patents - Central Fax Number**
 Fax Number: **571-273-8300**

From: **HUFFMAN PATENT GROUP, LLC**
 Fax Number: **(661) 460-1986**

Pages: **4 (including this cover sheet)**

Dear Sir:

Please accept the attached correspondence for the above-identified matter. I hereby certify under 37 CFR 1.8 that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date of signature shown below.

Respectfully submitted,
HUFFMAN PATENT GROUP, LLC

/Richard K. Huffman/

By: _____

RICHARD K. HUFFMAN, P.E.
 Registration No. 41,082
 Tel: (719) 575-9998

09/28/2005

Date: _____

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RESPONSE A - REPLY TO OFFICE ACTION

VIA FACSIMILE: 571-273-8300

Mail Stop AMEMDMENT
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action of 06/28/2005, with a shortened statutory period of response set to expire 09/28/2005, Applicant responds as follows.

Remarks/Arguments begin on page 2 of this paper.

Conclusions begin on page 3 of this paper.